This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-74 (Canceled)

75. (Currently amended) A system for advertising comprising:

a floor display that conveys visual marketing information for a product that is proximal to the floor display;

an output device for disposing proximally to the product and for generating sound, wherein the output device conveys audio marketing information for the product;

a touch-activated sensor for disposing proximally to the product such that the sensor can be selectively actuated by a consumer ~~proximally to~~ based on the consumer's interest in the product;

a memory comprising instructions for generating sound from the output device; and

a controller in electrical connection with the output device, the sensor, and the memory, the controller executing the memory instructions in response to a signal generated by the sensor.

76. (Canceled)

77. (Canceled)

78. (Previously presented) The system of claim 75 wherein the memory instructions comprise instructions for generating a first sound output and instructions for generating a second sound output.

79. (Previously presented) The system of claim 78 wherein the controller (i) executes the instructions for generating the first sound output in response to a first signal from the sensor, and (ii) executes the instructions for generating the second sound output in response to a second signal from the sensor.

80. (Currently amended) The system of claim 79 wherein ~~the sensor is a motion sensor,~~ the first signal ~~being~~ is generated when the sensor ~~does not sense motion~~ is not actuated by the consumer and the second signal ~~being~~ is generated when the sensor ~~senses motion~~ is actuated by the consumer.

81. (Previously presented) The system of claim 75 wherein the output device is at least one speaker.

82. (Previously presented) The system of claim 75 further comprising a direct current power source that powers the controller.

83. (Previously presented) The system of claim 75 wherein the floor display is illuminated.

84. (Previously presented) The system of claim 83 wherein the memory further comprises instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in second pattern.

85. (Previously presented) The system of clam 84 wherein the controller (i) executes the instructions for illuminating the floor display in the first pattern in response to a first signal from the sensor, and (ii) executes the instructions for illuminating the floor display in a second pattern in response to a second signal from the sensor.

86. (Currently amended) The system of claim 85 wherein ~~the sensor is a motion sensor,~~ the first signal ~~being~~ is generated when the sensor ~~does not sense motion~~ is not actuated by the consumer and the second signal ~~being~~ is generated when the sensor ~~senses motion~~ is actuated by the consumer.

87. (Canceled)

88. (Currently amended) The system of claim ~~87~~ 75 wherein the sensor is a keypad, a floor pedal, or a button.

89. (Currently amended) The system of claim ~~87~~ 75 wherein the sensor is proximal to the floor display.

90. (Previously presented) The system of claim 75 wherein the floor display is rectangular.

91. (Previously presented) The system of claim 75 further comprising an input device for inputting new memory instructions into the memory for storage, the input device being in electrical communication with the controller.

92. (Currently amended) The system of claim 75 wherein:

~~the sensor is a motion sensor adapted to sense motion proximal to at least one of the floor display and the product;~~

the memory instructions further comprising instructions for generating a first sound output and instructions for generating a second sound output;

the controller (i) executing the instructions for generating the first sound output in response to a first signal generated by the ~~motion~~ sensor when the ~~motion~~ sensor is not ~~sensed~~ actuated by the consumer, and (ii) executing the instructions for generating the second sound output in response to a second signal generated by the ~~motion~~ sensor when ~~motion~~ the sensor is ~~sensed~~ actuated by the consumer;

the output device is at least one speaker;

the floor display is illuminated;

the memory instructions further comprising instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in a second pattern;

the controller (i) executing the instructions for illuminating the floor display in the first pattern in response to the first signal from the ~~motion~~ sensor, and (ii) executing the

instructions for illuminating the floor display in the second pattern in response to the second signal from the ~~motion~~ sensor; and

an input device for inputting new memory instructions into the memory for storage, the input device being in electrical communication with the controller; and the floor display is rectangular.

93. (New) The system of claim 75, wherein the memory instructions comprise sets of instructions for generating a plurality of sound outputs and wherein, in response to each signal generated by the sensor, the controller executes a different set of instructions for generating one of the plurality of sound outputs by cycling through the sets of instructions.

94. (New) The system of claim 75, further comprising a clock.

95. (New) The system of claim 94, wherein the memory instructions comprise sets of instructions for generating a plurality of sound outputs and wherein the controller executes a first set of instructions for generating a first sound output based on a first time indicated by the clock.

96. (New) The system of claim 95, wherein the controller executes a second set of instructions for generating a second sound output based on a second time indicated by the clock.